

ABSTRACT

A hyper competition in motorcycle industries stimulates all motorcycle producers to intensively promote their product competitiveness. In addition to product innovation, an effective communication is a means to persuade prospective buyers to conceive their products.

This study is designed to analyze the effects of TV Ads effectiveness and product innovation on brand image toward consumer's purchase intention of Suzuki Thunder 125 in Semarang. To do this, the study employs an accidental sampling technique to obtain 100 respondents .

The result show that TV Ads effectiveness and product innovation have positive effects on brand image then has a positive influence on purchase intention.

Keywords : TV advertisement effectiveness, Innovation Product, Brand Image, purchase intention.